Annual Summary of 1986
Title Production and Price Statistics • The Year's Bestsellers
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FEATURE

1986: THE YEAR IN REVIEW

Title Output Level, Prices Stabilized 16
Preliminary annual estimates show little change in book production, only modest price increases *by Chandler B. Grannis*

Hardcover Bestsellers 20
Another year of high unit sales, but the number of winning titles is similar to 1985 *by Daisy Maryles*

Paperback Top Sellers 24
A dip in trade paperbacks; mass market titles level off *by John Mutter*

The Red and the Black 29
Publishers comment (or refuse to) on their 1986 "bestsellers" that weren't *by Joann Davis and William Goldstein*

Literary Prizes & Awards 31

A PW Roundtable: Returns:–How High Is Too High? 34

DEPARTMENTS

NEWS OF THE WEEK 10

Obscenity Test Challenged in U.S. Supreme Court

McGraw-Hill to Sell South Africa Branch

Oxford University Press Will Sell 49% of Press

Doubleday/Dell Employees Offered Early Retirement

Christine Pevitt Joins Viking

Times Books and Bantam Copublish Tower Report

Ritz Hemingway Finalists

Steve Riggio Heads Dalton Merchandising

Celebrated Authors to Read for Literacy

LC Seeks Funds for Added Personnel

AUDIO/VIDEO PLUS 40
Videocassettes: Spring 1987

TRADE NEWS 64

Chapter of 'A Clockwork Orange' Restored

Pocket Plans Archer Publishing Program

Pat Robertson Bio from H & R

New Sherlock Holmes Novel Coming from Villard

PW INTERVIEWS 67
Ward Just

FORECASTS 70
Fiction 70
Nonfiction 75
Paperbacks 79
Children's Books 82

COLUMNS

Highlights 7
Letters 8
Calendar 8
People 14
Rights 62
Talk of the Trade 69
Weekly Exchange 88
Paperback Bestsellers 92
Hardcover Bestsellers 94

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Title Output Level, Prices Stabilized

Preliminary annual estimates show little change in book production, only modest price increases

BY CHANDLER B. GRANNIS

U.S. book title output appears to have leveled off somewhere between 50,000 and 51,000 in 1986—possibly even more—to judge from preliminary data compiled by the R. R. Bowker Co. Average prices of books, on the whole, seem to have increased only modestly compared with the previous year, according to the preliminary computations. (Final figures for 1986 will be published in *Publishers Weekly* late in the summer.)

The 1985 book output, according to final Bowker figures, came to just over 50,000, a decline of about 1.5% from the 1984 total of 51,058—which was 4.3% below 1983 total of 53,380, an all-time record in the Bowker calculations.

Two Bowker sources are used in compiling the title counts and price averages. The database of Bowker's

TABLE 1

AMERICAN BOOK TITLE PRODUCTION

CATEGORY*	1984	1985				1986 PRELIMINARY			
	ALL HARD & PAPER	HARD & TRADE PAPER			ALL HARD & PAPER	HARD & TRADE PAPER			ALL HARD & PAPER
		Books	Editions	Totals		Books	Editions	Totals	
Agriculture	507	450	79	529	536	371	70	441	445
Art	1,838	1,392	150	1,542	1,545	1,170	143	1,313	1,316
Biography	2,098	1,604	270	1,874	1,953	1,435	222	1,657	1,729
Business	1,696	1,142	350	1,492	1,518	994	324	1,318	1,349
Education	1,052	885	188	1,073	1,085	720	113	833	841
Fiction	5,413	2,290	291	2,581	5,105	2,192	320	2,512	4,877
General Works	3,021	2,549	270	2,819	2,905	1,681	226	1,907	1,970
History	2,257	1,913	383	2,296	2,327	1,567	337	1,904	1,936
Home Economics	1,306	999	128	1,127	1,228	714	83	797	894
Juveniles	3,128	3,183	191	3,374	3,801	3,200	152	3,352	3,812
Language	670	519	99	618	632	439	106	545	562
Law	1,406	1,036	307	1,343	1,349	781	293	1,074	1,077
Literature	2,006	1,669	260	1,929	1,964	1,492	275	1,767	1,800
Medicine	3,554	2,925	618	3,543	3,579	2,225	465	2,690	2,731
Music	387	277	78	355	364	217	65	282	292
Philosophy, Psychology	1,554	1,220	227	1,447	1,559	1,079	208	1,287	1,369
Poetry, Drama	1,164	1,075	75	1,150	1,166	977	54	1,031	1,056
Religion	2,482	2,211	329	2,540	2,564	1,942	247	2,189	2,212
Science	3,236	2,808	481	3,289	3,304	2,086	471	2,557	2,570
Sociology, Economics	7,794	6,285	1,112	7,397	7,441	5,562	864	6,426	6,471
Sports, Recreation	1,299	876	129	1,005	1,154	684	119	803	962
Technology	2,639	2,079	405	2,484	2,526	1,715	359	2,074	2,110
Travel	551	366	90	456	465	313	89	402	412
TOTAL	51,058	39,753	6,510	46,263	50,070	33,556	5,605	39,161	42,793

NOTE: Figures for mass market paperbound book production are based on entries in *Paperbound Books in Print*. Other figures are from the *Weekly Record (American Book Publishing Record)* database. The heading, "Books," refers to brand-new titles; "Editions" refers to new or revised editions.

TABLE 2

PAPERBACKS (EXCLUDING MASS MARKET)

CATEGORY	1984	1985			1986 PRELIMINARY		
	TOTALS	NEW BOOKS	NEW ED'NS	TOTALS	NEW BOOKS	NEW ED'NS	TOTALS
Fiction	518	365	71	436	287	70	357
Nonfiction	14,649	12,520	2,383	14,903	10,356	2,059	12,415
TOTAL	15,167	12,885	2,454	15,339	10,643	2,129	12,772

Weekly Record/American Book Publishing Record supplies the figures for hardcover books and trade paperbacks. The new entries in the annual *Paperbound Books in Print* index provide the title counts and price averages of mass market paperbacks.

For hardcover books and trade paperbacks, the *WR/ABPR* database provides information both for brand-new books and new editions; it also includes data about imports and translations. (None of this breakdown information is available from the PBIP database.)

Table 1, which shows overall title counts by subject category, does not separate hardcover books from trade paperbacks but combines the figures. It should be especially noted that the last (fourth) column on the right in Table 1 is headed "All Hard & Paper" and combines the figures for hardcover books, trade paperbacks and mass market paperbacks.

Table 2 provides title counts of trade paperbacks—i.e., paperbacks other than mass market—by category. Table 4 reports import totals by category, and Table 5 gives a partial enumeration of translations, according to the languages from which the books were translated. It is hoped that the final report for 1986 will include a more comprehensive count of titles and figures on additional languages of origin.

Table 3 shows mass market paperback output totals by category.

Price-average tables show, in Table A, hardcover prices per volume, and in Table A-1, hardcover prices excluding volumes priced at $81 or more—that is, eliminating the relatively few extremely high unit prices that would skew the averages. Table B covers mass market price averages. Table C deals with the other paperbacks, giving also an indication of relative output by categories. Table D, a hand-produced compilation, is based on the prices of books advertised in the Fall Announcements issues of *PW* in three broad areas of mainly retail and public or university library interest.

Most of the tables here show breakdowns into the 23 Dewey Decimal subject classifications used in libraries. □

TABLE 3 MASS MARKET PAPERBACKS

CATEGORY	1984 FINAL	1985 FINAL	1986 PRELIM.
Agriculture	2	7	4
Art	3	3	3
Biography	75	79	72
Business	22	26	31
Education	5	12	8
Fiction	2,663	2,524	2,365
General Works	66	86	63
History	25	31	32
Home Econ.	83	101	97
Juveniles	257	427	460
Language	23	14	17
Law	6	6	3
Literature	57	35	33
Medicine	29	36	41
Music	3	9	10
Philos., Psych.	85	112	82
Poetry, Drama	9	16	25
Religion	14	24	23
Science	53	15	13
Sociol., Econ.	45	44	45
Sports, Recr.	181	149	159
Technology	85	42	36
Travel	12	9	10
TOTAL	3,803	3,807	3,632

TABLE 4 IMPORTED TITLES
HARD & TRADE PAPER ONLY

CATEGORY	1984	1985			1986 PRELIM.		
	TOTALS	BOOKS	ED'NS	TOTALS	BOOKS	ED'NS	TOTALS
Agriculture	103	101	17	118	86	3	89
Art	61	157	9	166	139	6	145
Biography	240	188	28	216	133	20	153
Business	140	120	26	196	115	15	130
Education	190	207	4	211	174	5	179
Fiction	164	155	16	171	148	13	161
General Works	268	312	17	329	241	19	260
History	324	348	47	395	231	35	266
Home Econ.	41	36	5	41	27	4	31
Juveniles	69	87	5	92	88	4	92
Language	179	200	16	216	177	19	196
Law	158	147	23	170	110	24	134
Literature	238	246	21	267	197	15	212
Medicine	508	531	67	598	447	47	494
Music	54	64	6	70	46	5	51
Philosophy, Psychology	211	257	10	267	195	15	210
Poetry, Drama	174	203	17	220	177	8	185
Religion	160	153	20	173	100	7	107
Science	1,032	1,121	121	1,242	803	122	925
Sociology, Economics	1,373	1,421	138	1,559	1,150	115	1,265
Sports, Recreation	137	95	12	107	78	9	87
Technology	454	364	55	419	439	54	493
Travel	61	56	5	61	30	8	38
TOTAL	6,337	6,669	680	7,349	5,331	572	5,903

TABLE 5 TRANSLATIONS INTO ENGLISH
HARD & TRADE PAPER ONLY

	FRENCH	GERMAN	RUSSIAN	SPANISH	ITALIAN	JAPANESE	DUTCH	LATIN	HEBREW	SWEDISH	DANISH	YIDDISH	NORWEGIAN	ARABIC	FINNISH	OTHER	TOTAL
1984 Final	355	425	181	97	97	64	38	42	28	21	27	10	4	16	10	N/A	1,439
1985 Final	416	369	182	86	92	59	40	30	29	28	17	15	13	8	5	N/A	1,389
1986 Prelim.	382	359	139	74	83	104	40	32	39	22	24	11	8	16	3	N/A	1,336

NOTE: "Total" covers only the languages listed here.

TABLE A HARDCOVER AVERAGE PER-VOLUME PRICES*

CATEGORY	1977 PRICES	1984 VOLS.	1984 PRICES	1985 VOLS.	1985 PRICES	1986 PRELIM. VOLS.	1986 PRELIM. TOTAL	1986 PRELIM. PRICES
Agriculture	$16.24	359	$34.92	368	$36.77	311	$ 11,760.13	$37.81
Art	21.24	1,114	33.03	908	35.15	776	26,369.03	33.98
Biography	15.34	1,408	22.53	1,298	22.20	1,138	25,560.40	22.46
Business	18.00	1,116	26.01	1,040	28.84	938	28,448.46	30.32
Education	12.95	580	24.47	602	27.28	446	11,430.78	25.62
Fiction	10.09	1,989	14.74	1,800	15.29	1,772	29,000.38	16.36
General Works	30.99	1,602	35.61	1,632	37.91	1,203	44,588.04	37.06
History	17.12	1,432	27.53	1,506	27.02	1,239	34,404.06	27.76
Home Economics	11.16	655	15.70	594	17.50	419	7,970.71	19.02
Juveniles	6.65	2,398	10.02	2,529	9.95	2,558	26,891.81	10.51
Language	14.96	410	22.97	347	28.68	293	8,960.43	30.58
Law	25.04	925	43.88	955	41.70	746	35,825.33	48.02
Literature	15.78	1,243	23.57	1,181	24.53	1,118	28,415.30	25.41
Medicine	24.00	2,836	40.65	2,798	44.36	2,063	98,314.39	47.65
Music	20.13	232	27.79	238	28.79	181	5,856.59	32.35
Philosophy, Psychology	14.43	895	29.70	895	28.11	799	23,173.87	29.00
Poetry, Drama	13.63	599	26.75	563	22.14	495	11,736.70	23.71
Religion	12.26	1,118	17.76	1,100	19.31	932	20,117.38	21.58
Science	24.88	2,535	46.57	2,556	51.19	1,935	103,698.10	53.59
Sociology, Economics	29.88	5,066	33.35	4,761	33.33	4,095	121,605.78	29.69
Sports, Recreation	12.28	623	20.16	530	23.43	426	10,031.35	23.54
Technology	23.61	1,797	45.80	1,693	50.37	1,501	79,695.95	53.09
Travel	18.44	252	21.31	210	24.66	177	4,112.30	23.23
TOTAL	$19.22	31,184	$29.99	30,104	$31.46	25,561	$797,967.27	$31.21

*From *Weekly Record* Listings of Domestic and Imported Books

TABLE A-1 HARDCOVER AVERAGE PER-VOLUME PRICES—LESS THAN $81

CATEGORY	1983 PRICES	1984 VOLS.	1984 PRICES	1985 VOLS.	1985 PRICES	1986 PRELIM. VOLS.	1986 PRELIM. TOTAL	1986 PRELIM. PRICES
Agriculture	$27.76	333	$28.85	337	$29.99	289	$ 9,252.03	$32.01
Art	26.77	1,041	28.90	868	30.35	752	23,084.58	30.69
Biography	19.77	1,393	20.91	1,282	20.81	1,128	24,338.40	21.57
Business	24.02	1,103	24.74	1,024	27.27	915	25,566.16	27.94
Education	21.32	576	21.81	598	24.02	445	11,335.78	25.47
Fiction	14.14	1,987	14.49	1,799	15.24	1,766	27,940.38	15.82
General Works	26.12	1,530	26.97	1,561	29.05	1,154	36,059.64	31.24
History	23.85	1,401	23.89	1,487	25.41	1,223	32,197.06	26.32
Home Economics	14.53	654	15.53	591	17.11	416	7,699.21	18.50
Juveniles	9.15	2,394	9.75	2,529	9.95	2,556	26,602.82	10.40
Language	25.26	406	22.96	343	27.61	288	8,408.43	29.19
Law	30.25	854	31.60	888	35.87	677	24,809.83	36.64
Literature	21.31	1,230	21.69	1,169	23.46	1,107	26,779.30	24.19
Medicine	33.02	2,601	33.93	2,505	36.29	1,776	65,052.13	36.62
Music	24.06	240	25.01	236	27.72	178	5,591.64	31.41
Philosophy, Psychology	25.08	880	25.22	886	27.34	792	22,155.87	27.97
Poetry, Drama	19.39	588	19.32	554	20.90	493	11,301.70	22.92
Religion	15.93	1,111	16.30	1,096	18.88	927	18,598.43	20.06
Science	36.49	2,265	37.71	2,232	40.06	1,620	65,048.57	40.15
Sociology, Economics	24.83	4,977	25.48	4,689	27.91	4,045	114,478.48	28.30
Sports, Recreation	10.07	618	19.27	525	21.36	425	9,281.35	21.83
Technology	34.16	1,629	35.77	1,507	38.60	1,294	50,956.49	39.37
Travel	18.36	248	18.92	207	22.07	177	4,112.30	23.23
TOTAL	$24.15	30,059	$24.66	28,913	$26.57	24,443	$650,650.58	$26.61

TABLE B MASS MARKET PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1984	1985		1985 FINAL		
	PRICES	VOLS.	PRICES	VOLS.	TOTAL	PRICES
Agriculture	$2.85	7	$5.76	4	$24.35	$6.09
Art	8.28	3	9.80	3	29.40	9.80
Biography	4.45	79	4.81	72	378.10	5.25
Business	4.91	26	7.57	31	239.45	7.72
Education	5.15	12	6.07	8	50.70	6.34
Fiction	3.02	2,524	3.24	2,365	8,249.05	3.49
General Works	4.58	86	4.64	63	316.05	5.02
History	3.77	31	5.38	32	166.85	5.21
Home Economics	4.94	101	5.65	97	609.25	6.28
Juveniles	2.31	427	2.71	460	1,246.25	2.70
Language	5.55	14	4.28	17	96.80	5.69
Law	5.11	6	6.62	3	13.40	4.46
Literature	3.62	35	4.76	33	169.35	5.13
Medicine	5.01	36	6.65	41	296.80	7.24
Music	5.28	9	5.67	10	42.05	4.20
Philosophy, Psychology	4.38	112	4.22	82	416.05	5.07
Poetry, Drama	5.10	16	4.88	25	144.65	5.78
Religion	3.87	24	3.21	23	97.45	4.24
Science	3.55	15	4.83	13	78.45	6.03
Sociology, Economics	4.42	44	4.76	45	248.65	5.53
Sports, Recreation	4.06	149	3.80	159	643.70	4.04
Technology	8.61	42	12.29	36	443.60	12.32
Travel	5.86	9	4.93	10	50.15	5.02
TOTAL	$3.41	3,807	$3.63	3,632	$14,050.55	$3.87

TABLE C TRADE PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1977	1984		1985		1986 PRELIM.		
	PRICES	VOLS.	PRICES	VOLS.	PRICES	VOLS.	TOTAL	PRICES
Agriculture	$5.01	131	$27.05	198	$9.50	115	$1,508.53	$13.11
Art	6.27	671	13.13	593	14.04	492	7,495.78	15.23
Biography	4.91	560	15.09	536	10.78	475	5,555.99	11.69
Business	7.09	506	17.10	425	16.83	348	6,322.45	18.16
Education	5.72	433	12.84	440	12.98	351	4,870.87	13.87
Fiction	4.20	696	8.95	726	13.66	700	5,954.12	8.50
General Works	6.18	1,286	14.32	1,123	19.13	628	14,443.04	22.99
History	5.81	744	13.49	729	14.08	608	8,818.62	14.50
Home Economics	4.77	544	9.40	513	9.22	358	3,503.87	9.78
Juveniles	2.68	412	5.94	767	5.20	721	4,232.18	5.86
Language	7.79	219	11.60	252	13.25	241	3,446.85	14.30
Law	10.66	371	17.61	339	18.46	277	4,761.57	17.18
Literature	5.18	652	11.70	694	14.04	614	8,196.58	13.34
Medicine	7.63	651	15.78	698	16.01	567	11,193.91	19.74
Music	6.36	136	12.53	113	12.20	94	1,364.45	14.51
Philosophy, Psychology	5.57	540	13.64	523	13.25	459	6,246.25	13.60
Poetry, Drama	4.71	511	8.88	550	8.86	50[illegible]	5,025.10	10.03
Religion	3.68	1,314	9.32	1,373	9.30	1,19[illegible]	11,128.02	9.29
Science	8.81	589	16.22	677	19.78	550	12,840.34	23.34
Sociology, Economics	6.03	2,481	17.72	2,402	16.30	2,139	36,258.09	16.95
Sports, Recreation	4.87	467	11.40	447	10.66	354	4,026.05	11.37
Technology	7.97	692	21.11	722	21.08	510	13,790.20	27.03
Travel	5.21	274	9.88	235	10.48	214	2,373.10	11.08
TOTAL	$5.93	14,880	$13.86	15,075	$13.98	12,513	$183,355.96	14.65

TABLE D THREE HARDCOVER CATEGORIES—*PW* FALL ANNOUNCEMENT ADS

NOVELS*	AVG.	MED.	BIOGRAPHY**	AVG.	MED.	HISTORY***	AVG.	MED.
1986—305 vols./53 pubs.	$17.13	$16.95	1986—125 vols./53 pubs.	$22.28	$19.95	1986— 73 vols./24 pubs.	$28.99	$24.95
1985—219 vols./49 pubs.	$16.53	$16.95	1985—137 vols./60 pubs.	$22.09	$19.50	1985—179 vols./70 pubs.	$24.25	$25.00
1984—172 vols./42 pubs.	$16.46	$15.95	1984—134 vols./60 pubs.	$21.75	$18.95	1984—149 vols./79 pubs.	$24.77	$22.50
1983—214 vols./42 pubs.	$15.27	$14.95	1983—150 vols./62 pubs.	$20.74	$18.50	1983—172 vols./51 pubs.	$21.90	$20.00
1982—177 vols./41 pubs.	$14.75	$14.95	1982—140 vols./62 pubs.	$20.43	$18.95	1982—152 vols./64 pubs.	$22.88	$19.50

*Not Mystery, Western, SF, Light Romances **Includes memoirs and letters ***Includes pictorial history but not Art Books

1986: The Year in Review

Hardcover Bestsellers

Another year of high unit sales, but the number of winning titles is similar to 1985

BY DAISY MARYLES

While several new sales records were set by the 1986 group of hardcover bestsellers, these books did not in most cases surpass the figures achieved by the top-selling 1985 hardcovers. Once again, this year five hardcovers went over the million mark; and 12 books over the 500,000 line (compared to 13 in 1985). But in fiction, only 15 went over 200,000 units sold, down from the 19 that achieved that sales level in 1985. What did not change much was the number of fiction bestsellers with reported sales of over 100,000—42 in 1986, 43 in 1985.

The competition for placement among the nonfiction bestsellers of the year was the stiffest ever. For the first time, a 300,000-copy sale did not guarantee a spot among the top 15. But again, in the 200,000-copy range and over 100,000, the 1986 group of nonfiction leaders performed much the same as 1985 bestsellers—23 sold over 200,000 and 51 were over 100,000 in 1986; in 1985, 21 and 50 went over 200,000 and 100,000 respectively.

Even without surpassing last year's record, the sales performance of the 1986 bestsellers is impressive and far outstrips the unit sales figures of *PW* annual bestsellers of past years. A look at just the leaders on the 1986 hardcover lists demonstrates how high some books and authors have soared. In the case of Stephen King, his 1,206,266 sales by the end of the year for *It* are considerably higher than his previous hardcover sales record, achieved by *Pet Semetary*, 657,741 in 1983. A collaboration with Peter Straub, *The Talisman*, made it to *only* 880,287 in 1984. And the #1 nonfiction title, *Fatherhood* by Bill Cosby, set a record as the fastest-selling hardcover book in U.S. publishing history—its unit sales of 2.4 million as of the end of 1986 were the highest of any book on *PW*'s annual bestseller charts; the previous highest grosser was Richard Bach for *Jonathan Livingston Seagull*, which sold 1,815,000 copies during 1972. It's hard to believe that back in 1979, Robert Ludlum made it to the top of the list with sales of 250,000 (this year, his latest hit had sales of more than 657,000).

While first novels enjoyed a good run last year—four claim sales of over 100,000 copies—new novelists

PW's 1986 Hardcover Bestsellers

Fiction

1. **It** by Stephen King. Viking (Published Sept. 15, 1986); 1,206,266 copies sold in 1986
2. **Red Storm Rising** by Tom Clancy. Putnam (Aug. 7, 1986); 1,025,020
*3. **Whirlwind** by James Clavell. Morrow (Nov. 10, 1986)
4. **The Bourne Supremacy** by Robert Ludlum. Random House (Mar. 15, 1986); 657,054
5. **Hollywood Husbands** by Jackie Collins. Simon & Schuster (Oct. 15, 1986); 517,000
6. **Wanderlust** by Danielle Steel. Delcorte Press (July 25, 1986); 502,234
7. **I'll Take Manhattan** by Judith Krantz. Crown (May 15, 1986); 418,000
8. **Last of the Breed** by Louis L'Amour. Bantam (July 1, 1986); 400,000
9. **The Prince of Tides** by Pat Conroy. Houghton Mifflin (Oct. 21, 1986); 297,000
10. **A Perfect Spy** by John le Carré. Knopf (May 15, 1986); 285,600
11. **A Matter of Honor** by Jeffrey Archer. Linden Press (July 11, 1986); 278,000
*12. **Lie Down with Lions** by Ken Follett. Morrow (Jan. 31, 1986)
13. **The Eighth Commandment** by Lawrence Sanders. Putnam, (June 5, 1986); 251,745
14. **Act of Will** by Barbara Taylor Bradford. Doubleday (June 20, 1986); 205,000
15. **Cyclops** by Clive Cussler. Simon & Schuster (Jan. 30, 1986); 183,000

Nonfiction

1. **Fatherhood** by Bill Cosby. Doubleday (Published May 23, 1986); 2,400,000 copies sold in 1986
2. **Fit for Life** by Harvey and Marilyn Diamond. Warner Books (June 12, 1985); 1,350,252
3. **His Way: The Unauthorized Biography of Frank Sinatra** by Kitty Kelley. Bantam (Oct. 15, 1986); 1,005,000
*4. **The Rotation Diet** by Martin Katahn. Norton (May 6, 1986)
5. **You're Only Old Once** by Dr. Seuss. Random House (Mar. 2, 1986); 655,304
*6. **Callanetics: Ten Years Younger in Ten Hours** by Callan Pinckney. Morrow (Sept. 1984)
*7. **The Frugal Gourmet Cooks with Wine** by Jeff Smith. Morrow (Oct. 16, 1986)
8. **Be Happy—You Are Loved!** by Robert H. Schuller. Thomas Nelson (Sept. 23, 1986); 380,292
9. **Word for Word** by Andrew A. Rooney. Putnam (Nov. 16, 1986); 375,601
10. **James Herriot's Dog Stories** by James Herriot. St. Martin's (June 2, 1986); 375,000
11. **McMahon!: The Bare Truth About Chicago's Brashest Bear** by Jim McMahon with Bob Verdi. Warner Books (Nov. 1986); 360,950
*12. **The Frugal Gourmet** by Jeff Smith. Morrow (July 1984)
13. **Men Who Hate Women and the Women Who Love Them** by Dr. Susan Forward and Joan Torres. Bantam (Sept. 1986); 330,000
14. **One More Time** by Carol Burnett. Random House (Oct. 21, 1986); 329,167
*15. **Bus 9 to Paradise** by Leo Buscaglia. Morrow/Slack (Feb. 14, 1986)

NOTE: Rankings on these lists are determined by sales figures provided by publishers; the numbers reflect reports of copies "shipped and billed" only and should not be regarded as net sales figures, since publishers do not yet know what their final returns will be.

*Sales figures were submitted to *PW* in confidence, for use only in placing the titles in their correct positions on a specific list.

enjoyed an even better run in 1985, when three first efforts made it to the top 15. Fourteen of the 15 top 1986 fiction bestsellers were by people who have been on these end-of-the-year lists before—the only new name is Pat Conroy, certainly no debutant. There were almost no surprise subjects on the nonfiction list either—humour, fitness, biographies and bestselling nonfiction veterans dominated. The only new subject category among the nonfiction bestellers was sports, with one hit among the top 15 and two more among the runners-up.

All the figures for the top hardcover bestsellers, including runners-up, are based on sales figures supplied by publishers. We asked them to give us figures that reflect only 1986 U.S. trade sales—that is, sales to bookstores, wholesalers and libraries only—not book club, overseas and direct mail sales.

"Sales," as used on these lists, refers to books shipped and billed in calendar year 1986. Publishers were, however, asked to reflect returns made through January 30, 1987. Still, in many cases, the 1986 sales figures include books still on bookstore and wholesaler shelves and/or books on the way back to the publishers' warehouses, as well as books planned for return that may not yet have been counted. (How publishers view the returns situation and the role played by the mega-bestsellers was discussed at a recent *PW* Roundtable—see page 34 for a full report).

The Million Mark

There were five books that soared over the million mark in 1986 and—as noted earlier—one even went over two million. Distribution in mass market outlets, aggressive promotion and widespread discounting seem to combine in these cases to push a book to the seven-figure point.

In the case of the two fiction high rollers, their ability to sell well over the 750,000 mark was never a question. But that extra push? According to Viking sales director Brenda Marsh, King always gets maximum distribution and the advance was first set at 850,000, until customer demand brought the pre-pub in-print figure to 1,000,000. Success was helped, she said, by better-than-usual reviews for King; by the sheer size of the book (1152 pages); and by the "super-sensational marketing campaign" that capitalized on the book's catchy title. Advance order easels, posters, streamers, ceiling signs, buttons for store employees were all part of an "It" kit sent to booksellers. The point-of-purchase material carried such claims as "We're making *IT* big," "Don't leave this store without *IT*," and "*IT* is here."

Putnam's *Red Storm Rising*, with sales of 1,025,020, was Tom Clancy's second book. His first, *The Hunt for Red October*, was the first novel ever published by Naval Institute Press and its sales of over 295,000 in 1985 were enough to place it at #13 on that year's annual list. According to Putnam publisher Christine Schillig, Clancy's second book was simply "the right book with the right author at the right moment." She called *Red Storm Rising* a breakout book that reached a "huge audience of men who never before bought a book." The enormous public attention received by the author's first book and the fact that it was adopted as a favorite by Washington military and government circles (Reagan himself claimed to have read and loved it) made it possible for Clancy to tap the male fascination with military stories and high-tech weaponry.

Paul Bresnick, the Dolphin editor who came up with the idea of getting actor Bill Cosby to write a book on fathering, offers his winning formula in much the same terms: "It was the right idea at the right time with the right author." Bresnick adds one more given— "the book delivered." He points to the actor's immense popularity on the #1 TV sitcom and new sensibilities about parenting as factoring significantly into the book's success. Its publication right before Father's Day was a natural for giving the book momentum. Sales were also helped by wide distribution to outlets more traditionally reserved for paperbacks. All the 2000+ outlets of Kroeger's had 30-copy floor displays of the book ("We were the second hardcover to get this treatment, *Elvis and Me* was the first," says Bresnick) as did all K mart locations. The price point of $14.95 was a "super idea," noted Bresnick. "Since we anticipated aggressive discounting, we thought it was important that the customer get change from a $10 bill when buying *Fatherhood*." He emphasized the importance of the chains and the discounting marketplace in taking a book to the level achieved by the Cosby title. But major success was never in doubt; the book had 1,000,000 in print before publication and there was a record-breaking first serialization in *Good Housekeeping* at $45 a word.

The second nonfiction million-copy bestseller, *Fit for Life*, is a holdover from the previous year, when sales of 574,000 put it on the #4 spot for the year-end list. Its phenomenal success continued in 1986, with unit sales that reached 1,350,252 in a 12-month time span. It had a short-lived run as the fastest-selling hardcover bestseller, to be overtaken almost immediately by *Fatherhood*. But unlike the other "millionaires," *Fit for Life's* success wasn't evident from the onset. It went out with a mere 50,000-copy first printing, and despite its $50,000 ad budget, three-week author tour to 15 cities and a strong advance sale, was initially slow to get on the bestseller list. The house commitment, demonstrated by full-page ads in the *New York Times*, the enthusiasm of Merv Griffin (who lost weight on the diet regimen) and the authors' appearance on *Donahue*, sent the book over the top.

Supermarket Sales

Bantam's track record for getting a nonfiction title over the million-copy sale threshold has been well demonstrated—*His Way* with 1986 sales of 1,005,000 is its third hardcover in two years to make it into seven figures (*Iacocca* and *Yeager* were the other two). Publisher Linda Grey pointed to the single most important factor shared by all three mega-bestsellers—"Each chronicled extraordinary lives—a subject larger than life where the interest of the public transcends traditional levels and draws people to bookstores who usually don't buy books, especially hardcovers." Sinatra's attempts to bring litigation to stop author Kitty Kelley from writing her book certainly contributed to the book's pre-pub notoriety. It went out with a 525,000 first printing, the largest initial hardcover printing in Bantam's history. Exceptional sales in Southern California supermarkets and wide distribution in Duane Reade drugstores in the East were just a few of the indicators for the book's success in nontraditional outlets for hardcovers. Grey points to first serialization in *People* ("a perfect launching pad") as being instrumental in creating the "frenzy" for the book right from the start.

One book that didn't sell a million copies in 1986 but did hit that figure if you add on the sales achieved in the first month or so of 1987 was *The Rotation Diet* from Norton. The book was the bestselling hardcover in Norton's 60+ years, and it added a new dimension to the concept of selling hardcovers in the supermarket. Author Martin Katahn, director of the Vanderbilt weight management program, was looking for volunteers to test his diet theory outlined in the book. An ad in a Nashville paper got over 1200 volunteers instead of the hoped-for 25; local radio and television coverage offered to give the essentials of the diet free on the air. Soon there were almost 70,000 people on the diet. A friend of the author's, an executive in the food service business, arranged for all the area Kroeger's supermarkets to merchandise "Rotation Diet specials," with of-

ficial weigh-ins, weekly diet plans and shopping lists. Nashville papers were covering the phenomenon, even reporting at one point that the city was running out of vegetables. This same kind of promotion was expanded in supermarkets across the country. There were even corporate sponsors for the book; in Tulsa, billboards from competing corporations offered a penny a pound per employee for United Way.

The Fiction Bestsellers

Six of the novelists that were among the 1985 top 15 fiction bestsellers are back again this year with more crowd pleasers, including Stephen King, Tom Clancy, Jackie Collins, Danielle Steel, Louis L'Amour and Lawrence Sanders. Robert Ludlum and Jeffrey Archer were on the 1984 end-of-the-year list; John le Carré was high up in 1983; Judith Krantz and Ken Follett made it on to the 1982 list; James Clavell led the 1981 list; and Clive Cussler and Barbara Taylor Bradford have had previous spots on the runners-up list. For Pat Conroy, this was his breakout book, but his previous books did rack up mass market sales and have been made into successful movies. Clearly, there was no room among the top spots for an author with no previous track record.

The #3 fiction bestseller, James Clavell's *Whirlwind*, enjoyed the #1 spot for five of the last seven weeks of the year and is still among the weekly bestsellers; yet, it was one of the books singled out in bookseller surveys as a "keen disappointment," perhaps a reflection of large quantities on hand despite strong sales.

Pat Conroy was the most talked-about author at last year's ABA and booksellers were eagerly anticipating selling *The Prince of Tides*, #9 on this year's list with sales of about 297,000. It made it onto *PW*'s weekly list prior to official publication date and went up as high as #5 during its 18-week tenure. It too was cited by some booksellers as disappointing; others noted that it was among the books they were most successfully handselling.

Robert Ludlum seems to go from strength to strength. An actor and theatrical producer who at 40 decided to change careers, Ludlum came out with his first book, *The Scarlatti Inheritance*, in 1971, but it took him until 1973 to crack these year-end lists with *The Matlock Paper* in the #8 spot. His newest, *The Bourne Supremacy*, is his bestselling hardcover to date. Jackie Collins, too, had her bestselling hardcover with *Hollywood Husbands*, which racked up 517,000 copies, enough for the #5 position. Back in 1983, *Hollywood Wives* landed on the #9 spot with sales of 226,505; last year, *Lucky* was #7 with sales of about 386,000.

This is the fourth year in a row that Louis L'Amour has had a hardcover bestseller among the top 15, a perfect batting average considering that *Last of the Breed* is only his fourth hardcover original. Danielle Steel, too, is a regular on these lists, at least since 1981. In 1986, she racked up enough sales of *Wanderlust* to give her the #6 position. She did better in 1985 when she had two among the top 10—*Secrets* in the #6 spot and *Family Album*, at #9.

Krantz also boasts a perfect bestselling record. Each of her four books has made it onto these annual lists; her latest, *I'll Take Manhattan*, selling the best with about 400,000 copies, giving her the #4 slot. Five of John le Carré's appearances on these charts were in the #4 position, the last for *The Little Drummer Girl* with sales of over 400,000 copies in 1983. His sales have slipped a bit, as *A Perfect Spy* reached #10 based on sales of 285,600. On the other hand, Jeffrey Archer went up a few notches with sales of 278,000 for *A Matter of Honor*, in the #11 spot, compared with his last bestseller appearance, *First Among Equals*, #14 in 1984 with sales of 226,000. *The Eighth Commandment*, #13 on this year's list, is Lawrence Sanders's 21st novel. His first novel, *The Anderson Tapes*, was published in 1970 and his publisher estimates that his books have sold in excess of 25 million copies and are published in 15 languages.

The Fiction Runners-Up

The second tier of fiction bestsellers includes several first novels—even one by President Reagan's daughter—as well as bestseller veterans and a number of science fiction books; among them four of the first five volumes of the Mission Earth series by L. Ron Hubbard.

16. *Seasons of the Heart* by Cynthia Freeman (Putnam, 3/86; *175,798* sold in 1986)

17. *Lake Wobegon Days* by Garrison Keillor (Viking, 9/85; *175,248*)

18. *Foundation and Earth* by Isaac Asimov (Doubleday, 10/86; *170,000*)

19. *Through a Glass Darkly* by Karleen Koen (Random, 9/86; *165,244*)

20. *A Taste for Death* by P. D. James (Knopf 11/86); *162,869*)

21. *The Golden Cup* by Belva Plain (Delacorte, 10/86; *160,239*)

22. *Flight of the Intruder* by Stephen Coonts (Naval Institute Press, 9/86; *156,824*)

23. *Mordant's Need: The Mirror of Her Dreams* by Stephen R. Donaldson (Del Rey Hardcover, 11/86; *140,000*)

24. *Garden of Eden* by Ernest Hemingway (Scribners, 5/86; *137,662*)

25. *The Songs of Distant Earth* by Arthur C. Clarke (Del Rey Hardcover, 5/86; *135,000*)

26. *Regrets Only* by Sally Quinn (Simon & Schuster, 8/86; *131,000*)

27. *Suspects* by William Caunitz (Crown, 8/86; *121,000*)

28. *Homefront* by Patti Davis (Crown, 3/86; *118,000*)

29. *Break In* by Dick Francis (Putnam, 3/86; *115,655*)

30. *Fortune of Fear, Volume 5* by L. Ron Hubbard (Bridge Publications; 10/86; *111,638*)

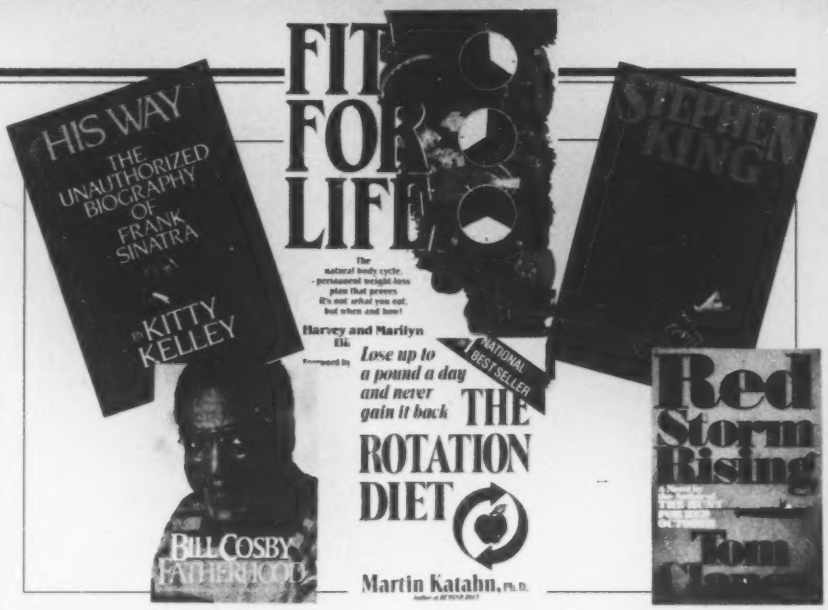
Last year there were 12 fiction titles with sales over 100,000 that didn't make our top 30 list. This year there were only six such titles. They are: *Magic Kingdom for Sale—Sold!* by Terry Brooks (Del Rey Hardcover); *The Good Mother* by Sue Miller (Harper & Row); *Nobody Lives Forever* by John Gardner (Putnam); and three other titles by L. Ron Hubbard all published by Bridge—*An Alien Affair, Volume 4*, *The Enemy Within, Volume 3* and *Black Genesis: Fortress of Evil, Volume 2*.

> 'The competition for placement among the nonfiction bestsellers of the year was the stiffest ever. For the first time, a 300,000-copy sale did not guarantee a spot among the top 15'

Nonfiction Leaders

One title *PW* had expected to see place among the nonfiction books that sold in the six figures was David Stockman's *The Triumph of Politics: Why the Regan Revolution Failed*, especially because of its pre-publication printing of 360,000 copies and a 10-week run on *PW*'s bestseller list. Harper & Row, which paid about $2.4 million for the book, declined to share any figures on it, stating this was company policy for this title. The question of how much of its price tag the book has earned out will continue to be the subject of much conjecture.

Seasoned authors were also a common characteristic of the nonfiction top 15, with such names as Dr. Seuss, Jeff Smith, Robert Schuller, Andy



Rooney, James Herriot and Leo Buscaglia. Entertainment figures like Frank Sinatra, Bill Cosby and Carol Burnett were author and/or subjects of three other top sellers. And football's bad boy Jim McMahon made it to the list with what may be one of the first football biographies to achieve that goal.

Men Who Hate Women & the Women Who Love Them, Bantam's self-help guide "for men and women caught up in misogynistic relationships" by psychologist Dr. Susan Forward is the only nonfiction top seller not by or about a well-known name. However, Forward, in the #13 spot, is a recognized name in her field and has a two-hour daily ABC radio program.

Jeff Smith, star of the very successful national public television series *The Frugal Gourmet*, had an excellent run in print in 1986, with two books among the top 15, *The Frugal Gourmet Cooks with Wine*, at #7 and *The Frugal Gourmet*, #12. The latter was #8 on last year's list of top nonfiction movers. Morrow's third title among the top 15 was one of the 1985 bestsellers that sold more than 100,000 copies that year.

Theodor Seuss Geisel, better known to his younger fans as Dr. Seuss, wrote his first book specifically for adults, *You're Only Old Once*. Sales went over the 655,000 mark, enough to land it on the #5 spot, the same position captured in 1984 for his children's title, *The Butter Battle Book*, which had 423,405 sales that year.

Andrew Rooney once again scored, with *Word for Word*. In 1984, he made the #4 spot for *Pieces of My Mind*, which garnered sales that year of 425,000; two years prior he had two books on the year-end list: *And More by Andy Rooney* at #3 with sales of more than 510,000 and *A Few Minutes with Andy Rooney*, #7 with sales that year of about 306,000. Veterinarian James Herriot had two winners last year, *James Herriot's Dog Stories* at #10 and *The Christmas Day Kitten*, #17. His first appearance on these list : was back in 1972 with *All Things Bright and Beautiful*, #8 with sales of 187,563.

"Televangelist" Robert Schuller makes a fourth appearance in four years on these lists; he had the #5 spot in 1985 for *The Be-Happy Attitudes*, with sales of 525,000. Leo Buscaglia's philosophy of "caring and sharing" continues to be popular and his latest book, *Bus 9 to Paradise*, rounds out the nonfiction top 15—the same spot he achieved last year with *Loving Each Other*.

The Nonfiction Runners-Up

Many books on the list below would have earned a spot among the top 15 in previous years, considering that in 1985 the #15 nonfiction bestseller had sales of just over 219,000; about 215,000 was enough in 1984; and 185,000 in 1983. The books below, too, include many familiar names and themes; however, politics and business titles seem to have fared less well than in previous years.

16. *A Day in the Life of America* by Rick Smolan and David Cohen, project directors (Collins, 10/86; *300,000* copies sold in 1986)

17. *The Christmas Day Kitten* by James Herriot (St. Martin's, 10/86; *260,000*)

18. *Rock Hudson* by Sara Davidson (Morrow, 7/86)

19. *One Knee Equals Two Feet (and Everything Else You Need to Know About Football)* by John Madden with Dave Anderson (Villard, 9/86; *230,368*)

20. *When All You've Ever Wanted Isn't Enough: The Search for a Life that Matters* by Harold Kushner (Summit Books, 4/86; *212,000*)

21. *The Rice Diet Report* by Judy Moscovitz (Putnam, 3/86; *209,083*)

22. *The Reckoning* by David Halberstam (Morrow, 10/86; *208,385*)

23. *Dreamgirl: My Life as a Supreme* by Mary Wilson (St. Martin's, 10/86; *205,000*)

24. *Weight Watchers Favorite Recipes* (NAL Books, 12/86; *199,386*)

25. *Pat Nixon: The Untold Story* by Julie Nixon Eisenhower (Simon & Schuster, 11/86; *188,000*)

26. *Jane Fonda's New Workout & Weight-Loss Program* by Jane Fonda (Simon & Schuster, 7/86; *163,000*)

27. *Necessary Losses* by Judith Viorst (Simon & Schuster, 4/86; *158,000*)

28. *And So It Goes* by Linda Ellerbee (Putnam, 5/86; *155,053*)

29. *Snake: The Candid Autobiography of Football's Most Dangerous Renegade* by Ken Stabler and Berry Stainback (Doubleday, 9/86; *150,000*)

30. *My Daddy Was Pistol and I'm a Son of a Gun* by Lewis Grizzard (Villard, 10/86; *145,951*)

There were also 21 more nonfiction titles that sold over 100,000 copies in 1986 without making the top 30 list, two more than the 19 books that fared the same way in 1985. They include: *The Story of English* by Robert McCrum, William Cran And Robert MacNeil (Elisabeth Sifton Books/Viking); *Ford: The Men and the Machine* by Robert Lacey (Little, Brown); *Unlimited Power* by Anthony Robbins (Simon & Schuster); *Yeager: An Autobiography* by General Chuck Yeager and Leo Janos (Bantam); *New Good Housekeeping Cookbook* by the editors of *Good Housekeeping* (Morrow); *Dancing On My Grave* by Gelsey Kirkland with Greg Lawrence (Doubleday); *Enter Talking* by Joan Rivers with Richard Meryman (Delacorte Press); *Across China* by Peter Jenkins (Morrow); *Mayflower Madam: The Secret Life of Sydney Biddle Barrows* by Sydney Biddle Barrows with William Novak (Arbor House); *I, Tina* by Tina Turner (Morrow); *America's Date with Destiny* by Pat Robertson (Nelson); *Iacocca: An Autobiography* by Lee Iacocca with William Novak (Bantam); *Paul Prudhomme's Louisiana Kitchen* by Paul Prudhomme (Morrow); *Medical Makeover* by Robert Giller (Morrow); *Wiseguy: Life in a Mafia Family* by Nicholas Pileggi (Simon & Schuster); *The Great Getty* by Robert Lenzer (Crown); *The Search for Signs of Intelligent Life in the Universe* by Jane Wagner (Harper & Row); *No Laughing Matter* by Joesph Heller and Speed Vogel (Putnam); *Made In Japan: Akio Morita and Sony* by Akio Morita with Edwin M. Reingold and Mitsuko Shimomura (E. P. Dutton); *Marilyn* with text by Gloria Steinem and photographs by George Barris (Henry Holt and Co); and *LIFE: The First Fifty Years* by the editors of *Life* (Little, Brown). □

Paperback Top Sellers

A dip in trade paperbacks; mass market titles level off

BY JOHN MUTTER

The number of bestselling trade paperbacks dipped in 1986 from 1985, as recorded in *Publishers Weekly*'s annual trade paperback top sellers list, compiled each year since 1977 and based on sales of 50,000 copies or more. The titles include annuals, atlases and almanacs, and to be included the books must have been published during 1986 or 1985, although sales figures are given for 1986 only.

In 1986 there were 184 trade paperback bestsellers, down from 194 titles in 1985 and also slightly down from 187 titles the year before that. The all-time high of 208 titles was achieved in 1983.

American trade paperback customers seemed to want a good laugh in 1986. Of the six trade paperback titles selling 500,000 copies and more, four were cartoon or humor books. The other two trade paperbacks with sales over 500,000 were a movie tie-in edition of *Out of Africa* by Isak Dinesen and Leo Buscaglia's *Loving Each Other*, a reprint. Previous bestselling categories, such as business, romance and horror, had no representatives in the top tier.

Berke Breathed, the "Bloom County" syndicated newspaper cartoonist who on average puts out one new collection a year, topped the list with *Bloom County Babylon*, published in 1986, which sold almost 677,000 copies. Breathed's *Penguin Dreams and Stranger Things*, which sold 534,000 copies during 1985, sold an additional 140,000 copies in 1986.

Two Gary Larson humor books, *The Far Side Gallery 2* and *It Came from the Far Side*, had sales of 608,000 and 586,000 respectively, and two other Larson titles, *The Bride of the Far Side* and *Valley of the Far Side*, also had strong sales. Altogether there were nearly 1.8 million Larson books sold last year, compared to 1.3 million in 1985.

Jim Davis's fat cat Garfield seemed to take a nap at the bookstore counters last year, although still performing well enough. *Garfield Out to Lunch* sold 535,000 copies. *Garfield in Paradise*, a TV tie-in, sold some 310,000 copies and *The Garfield Trivia Book*, written by Davis with Bill Tornquist, sold 225,000 copies. All in all, Garfield books on the bestseller list sold slightly over 1.5 million copies, down from 1.9 million in 1985 and 2.5 million in 1984.

Science fiction and fantasy trade paperback books did well in 1986, led by the three volumes, all originals, of Margaret Weis and Tracy Hickman's Dragonlance Legends trilogy, which between them sold a total of over 1.1 million copies.

Cookbook publishers seemed to have found a recipe for new, improved sales in 1986, as two titles, a new edition of *Betty Crocker's Cookbook* and the *Weight Watchers Quick Start Plus Cookbook*, enjoyed sales of 360,000 and 275,000 respectively. Two other strong cookbook titles had unusual themes that apparently struck many chefs' fancies: *The Firefighter's Cookbook* by John Sineno sold 190,000 copies and *White Trash Cooking* by Ernest Matthew Mickler had sales of 161,000.

Rich Hall, who originated the concept of "sniglets"—words coined by the cast and viewers of cable TV's *Not Necessarily the News*—did well with the third sniglet book in three years, *Unexplained Sniglets of the Universe*, which sold 263,000 copies. His previous sniglet titles sold in the same range.

Other titles that sold over 100,000 copies included a business book, *Passion for Excellence*, a reprint by Tom Peters and Nancy Austin (Peters was coauthor of *In Search of Excellence*), and a tax guide, *Pay Less Tax Legally* by Barry Steiner, an original.

Bestselling humor books that sold fewer than 100,000 copies included several "Catholic" titles, *Growing Up Catholic* and its successor, *More Growing Up Catholic*, by Maureen Kelly, Richard Davis, Jeff Stone and Jane Meara, as well as *Catholics* by Rick Detorie.

Several 1986 bestsellers were parodies of magazines. *Dogue* by Ilene Hochberg was a takeoff on *Vogue*, and *Snooze* by John Buskin and Alfred Gingold was a parody of the *New Yorker*.

The two bestselling trade paperback romances last year were Bertrice Small's *A Love for All Time* (185,000 copies) and Jennifer Blake's *Prisoner of Desire* (150,000), both originals. In previous years, trade paperback romance titles did much better. In fact, the #1 book on the trade paperback list last year was *Come Love a Stranger* by Kathleen E. Woodiwiss, an original that sold 1.4 million copies.

Among the literary titles on the list were *Less Than Zero* by Bret Easton Ellis, a reprint that sold 160,000 copies; *Native Son* by Richard Wright, a movie tie-in (120,000 copies); *Cold Sassy Tree* by Olive Ann Burns (120,000); *A Room With a View* by E. M. Forster, another movie tie-in (95,000); and *The Lover* by Marguerite Duras (84,000).

Mass Market Steady in 1986

A total of 103 mass market titles published in 1985 or 1986 had in-print figures at the end of 1986 of at least one million copies and thus qualified for *PW*'s 1986 mass market bestseller list—one less than appeared on the 1985 list. This leveling off was the first in four years. After setting an all-time high in 1980 with 113 bestselling mass market titles, the number of titles on the list dropped in 1981 and 1982; since then, the numbers had steadily increased until this year.

This year nine titles had three million copies or more in print compared to four titles last year. Six of the nine titles were published in 1985 but had some sales in 1986. Another 16 titles (just five of which were published in 1985) had in-print figures of two million copies or more, compared to 18 the previous year (of those 18, eight were published in 1984).

Sidney Sheldon's *If Tomorrow Comes*, a crime-thriller reprint, led the list with over four million copies in print. *Iacocca: An Autobiography* by Lee Iacocca with William Novak proved to be as popular in paperback as hardcover and had an in-print figure at the end of 1986 of over 3.8 million copies.

Danielle Steel returned yet again to the top ranks of the mass market bestsellers. *Family Album*, a 1986 reprint, had 3.1 million copies in print, and *Full Circle*, a 1985 reprint, had three million copies in print. *Secrets*, another 1986 reprint, had 2.7 million copies in print.

There was only one mass market media tie-in that had an in-print figure of over one million last year: Jean Auel's *The Clan of the Cave Bear*.

Trade Paperbacks

Titles listed here are trade paperbacks (originals, reprints, reissues or books issued in dual editions) published in 1985 or 1986 of which publishers have billed and shipped at least 50,000 copies to bookstores in 1986. Please note that publishers' sales figures are not necessarily the final net sales for the book, since they do not always reflect returns. Those titles that were released in 1985 are marked with an asterisk. Almanacs, atlases and annuals are listed on page 28.

500,000+

Bloom County Babylon. Berke Breathed. Dual. Little, Brown (676,578)

***Out of Africa.** Isak Dinesen. Reprint. Vintage (653,793)

The Far Side Gallery 2. Gary Larson. Original. Andrews, McMeel & Parker (608,000)

It Came from the Far Side. Gary Larson. Original. Andrews, McMeel & Parker (586,000)

Loving Each Other. Leo Buscaglia. Reprint. Fawcett/Columbine (553,000)

Garfield Out to Lunch. Jim Davis. Original. Ballantine (535,000)

200,000+

Dragonlance Legends, Vol. II, War of the Twins. Margaret Weis and Tracy Hickman. Original. TSR (391,000)

Dragonlance Legends, Vol. I, Time of the Twins. Margaret Weis and Tracy Hickman. Original. TSR (364,000)

Betty Crocker's Cookbook, 6th Edition. Original. Western Publishing (360,000)

Dragonlance Legends, Vol. III, Test of the Twins. Margaret Weis and Tracy Hickman. Original. TSR (354,000)

Unabridged, Uncensored, Unbelievable Garfield. Jim Davis. Original. Ballantine (350,000)

Garfield in Paradise. Jim Davis. Original. Ballantine (310,000)

***Valley of the Far Side.** Gary Larson. Original. Andrews, McMeel & Parker (276,000)

Weight Watchers Quick Start Plus Cookbook. Weight Watchers International. Reprint. NAL/Plume (275,427)

Pay Less Tax Legally. Barry Steiner. Original. NAL/Signet Special (271,266)

Unexplained Sniglets of the Universe. Rich Hall. Original. Collier/Macmillan (263,138)

***Bride of the Far Side.** Gary Larson. Original. Andrews, McMeel & Parker (228,000)

The Garfield Trivia Book. Jim Davis with Bill Tornquist. Original. Ballantine (225,000)

Passion for Excellence. Tom Peters and Nancy Austin. Reprint. Warner (216,196)

100,000+

The Firefighter's Cookbook. John Sineno. Original. Vintage (190,675)

More Growing Up Catholic. Maureen Kelly, Richard Davis, Jeff Stone, Jane Meara. Original. Dolphin/Doub-leday (190,000)

A Love for All Time. Bertrice Small. Original. NAL/Signet Special (184,564)

White Trash Cooking. Ernest Matthew Mickler. Reprint. Ten Speed Press (161,000)

Less Than Zero. Bret Easton Ellis. Reprint. Penguin (160,000)

Prisoner of Desire. Jennifer Blake. Original. Fawcett/Columbine (150,000)

Grayhawk Adventures, Vol. II, Artifact of Evil. Gary Gygax. TSR (150,000)

Max Headroom: 20 Minutes Into the Future. Steve Roberts. Original. Vintage (148,703)

***Struggle for Intimacy.** Janet Geringer Woititz. Original. Health Communications (147,622)

Miami Vice Scrapbook. Sharon Publications. Original. NAL/Signet Special (143,643)

Microwave Cookbook—The Complete Guide. Pat Jester. Dual. HP Books (141,103)

***Silver Palate Good Times.** Julee Rosso, Sheila Lukins and Sarah Lea Chase. Original. Workman (141,000)

***Growing Up Catholic.** Maureen Kelly, Richard Davis, Jeff Stone, Jane Meara. Original. Dolphin/Doubleday (140,000)

***Penguin Dreams and Stranger Things.** Berke Breathed. Original. Little, Brown (139,298)

The Yeast Connection. William G. Crook, M.D. Reprint. Vintage (136,101)

Herman Treasury 5. Jim Unger. Original. Andrews, McMeel & Parker (133,000)

***Dogue*: A Parody of the World's Most Famous Fashion Magazine.** Ilene Hochberg. Original. Main Street Press (128,710)

Fresh Ways with Chicken. Editors of Sunset Books. Original. Sunset Books (127,145)

Weight Watchers Fast and Fabulous Cookbook. Weight Watchers International. Reprint. NAL/Plume (126,195)

Wee Sing Bible Songs. Pam Beal and Susan Nipp. Original. Price/Stern/Sloan (125,342)

The Complete Guide to Prescription & Nonprescription Drugs, Revised Edition. H. Winter Griffith, M.D. Original. HP Books (122,417)

Native Son. Richard Wright. Reissue. Harper & Row/Perennial Library (120,687)

Women Coming of Age. Jane Fonda. Reprint. Fireside/Simon & Schuster (120,000)

Cold Sassy Tree. Olive Ann Burns. Original. Dell (120,000)

The Bow-Tie Book. Mario Sartori. Original. Fireside/Simon & Schuster (120,000)

***People of the Lie.** M. Scott Peck, M.D. Reprint. Touchstone/Simon & Schuster (117,000)

Transformers #4: Earthquake! Ann Matthews. Original. Ballantine (115,000)

Transformers #5: Desert Flight. Ann Matthews. Original. Ballantine (115,000)

Transformers #6: Deception Poison. Ann Matthews. Original. Ballantine (115,000)

The Living Heart Diet. Michael E. DeBakey. Reprint. Fireside/Simon & Schuster (113,000)

Creating Wealth. Robert G. Allen. Reprint. Fireside/Simon & Schuster (110,000)

***More Sniglets.** Rich Hall. Original. Collier/Macmillan (106,094)

More Fun With Dick and Jane. Marc Gallant. Original. Penguin (105,000)

Riders. Jilly Cooper. Original. Ballantine (105,000)

10,000 Baby Names. Bruce Lansky. Original. Meadowbrook (101,300)

Labyrinth. A. H. C. Smith. Original. Holt (100,000)

75,000+

Light Cuisine. Editors of Sunset Books. Original. Sunset Books (96,639)

A Room with a View. E. M. Forster. Reprint. Vintage (95,317)

Habits of the Heart. Robert Bellah, Richard Madsen, William M. Sullivan, Ann Swidler and Steven M. Tipton. Reprint. Harper & Row/Perennial Library (94,461)

***Daily Affirmations.** Janet Geringer Woititz. Original. Health Communications (93,630)

Cajun-Creole Cooking. Terry

Thompson. Original. HP Books (92,978)

The Human Animal. Phil Donahue. Reprint. Fireside/Simon & Schuster (90,000)

A Paler Shade of White. Martin Mull and Allen Rucker. Original. Perigee/Putnam (90,000)

Paradise Postponed. John Mortimer. Reprint. Penguin (90,000)

How to Live Longer and Feel Better. Dr. Linus Pauling. Original. W. H. Freeman and Co. (87,900)

The Pentagon Catalog. Henry Beard and Christopher Cerf. Original. Workman (86,000)

The Lover. Marguerite Duras. Reprint. Harper & Row/Perennial Library (84,440)

***Reps!** Robert Kennedy. Original. Sterling (84,000)

10 SAT's. The College Board. Original. The College Board (83,287)

Arco's Post Office Clerk-Carrier. E. P. Steinberg. Original. Arco/Prentice Hall Press (83,000)

Baseball Hall of Shame II. Bruce Nash and Allan Zullo. Original. Pocket Books (82,900)

L. Ron Hubbard Presents Writers of the Future II. Edited by Algis Budrys. Original. Bridge Publications (82,415)

***Garfield Rolls On.** Jim Davis. Original. Ballantine (82,000)

Cosby Show Scrapbook. Sharon Publications. Original. NAL/Signet Special (81,079)

***Better Homes and Gardens Anytime Appetizers.** Editors of Better Homes and Gardens Books. Original (80,914)

***Read-Aloud Handbook, Revised Edition.** Jim Trelease. Reprint. Penguin (80,000)

***Mists of Avalon.** Marion Zimmer Bradley. Reprint. Ballantine/Del Rey (80,000)

***All About Lawns.** Editors of Ortho Information Services. Original. Ortho (80,000)

***Azaleas, Camellias and Rhododendrons.** Editors of Ortho Information Services. Original. Ortho (80,000)

***Better Homes and Gardens One-Dish Microwave Meals.** Editors of Better Homes and Gardens Books. Original (79,743)

Blue Bayou. Parris Afton Bonds. Original. Fawcett/Columbine (78,000)

The Man Who Mistook His Wife for a Hat. Oliver Sacks. Reprint. Harper & Row/Perennial Library (77,654)

The Classic Tale of the Velveteen Rabbit/Color Booking. Michael Green. Original. Running Press (76,400)

***New Our Bodies, Ourselves.** Boston Women's Health Collective. Original. Touchstone/Simon & Schuster (75,000)

White Noise. Don DeLillo. Reprint. Penguin (75,000)

Arco's Practice for the Armed Forces. E. P. Steinberg. Original. Arco/Prentice Hall Press (75,000)

50,000+

Dinosaur World. Jeffrey Williams. Original. Price/Stern/Sloan (74,000)

Passages Journal. Original. Running Press (72,300)

Wild Nights. Natasha Peters. Original. Fawcett/Columbine (71,000)

What's Bred in the Bone. Robertson Davies. Reprint. Penguin (70,000)

You *Can* Fool All of the People All the Time. Art Buchwald. Reprint. Fawcett/Columbine (70,000)

Pat the Yuppie. Jim Becker and Andy Mayer. Original. Perigee/Putnam (70,000)

***Garfield in Disguise.** Jim Davis. Original. Ballantine (70,000)

The Mom Book. Deanne Stillman, Anne Beatts and Judith Jacklin. Original. Dell (69,000)

Nice Guys Sleep Alone. Bruce Feirstein. Original. Dell (68,000)

Don't Let the Turkeys Get You Down. Sandra Boynton. Original. Workman (68,000)

The Essential Whole Earth Catalog. Edited by the Point Foundation. Original. Doubleday (66,000)

A Kick in the Seat of the Pants. Roger Von Oech. Original. Harper & Row/Perennial Library (65,546)

Hard Bodies. Gladys Portugues and Joyce Vedral. Original. Dell (65,000)

Grilling & Barbecuing. John Carroll and Charlotte Walker. Original. HP Books (64,953)

Inside the IBM PC. Peter Norton. Original. Brady/Prentice Hall Press (64,600)

The Grasshopper Trap. Patrick F. McManus. Reprint. Holt (63,000)

***Part of My Soul Went with Him.** Winnie Mandela. Original. Norton (62,500)

Contract for Life. Robert Anastas. Original. Pocket Books (61,800)

Foxfire 9. Edited by Eliot Wigginton. Dual. Anchor/Doubleday (61,000)

Superpump! Ben Weider and Robert Kennedy. Original. Sterling (61,000)

***Better Homes and Gardens Kids' Lunches.** Editors of Better Homes and Gardens Books. Original (60,825)

Good Cook's Handbook. Editors of Sunset Books. Original. Sunset Books (60,506)

***Joy of Cooking.** Irma S. Rombauer and Marion R. Becker. Reprint. NAL/Plume (60,253)

American Heart Association Cookbook. American Heart Association. Reissue. Ballantine (60,000)

Love Always. Ann Beattie. Reprint. Vintage (59,480)

Baby & Child A to Z Medical Handbook. Dr. Miriam Stoppard. Original. Body Press/HP Books (59,425)

The Wine Notebook. Original. Running Press (59,100)

Work Is Hell. Matt Groening. Original. Pantheon (59,000)

Snooze. John Buskin and Alfred Gingold. Original. Workman (59,000)

Arco's Preparation for the SAT, Sixth Edition. Edited by Edward J. Deptula. Original. Arco/Prentice Hall Press (58,000)

Leaders. Warren Bennis and Burt Nanus. Reprint. Harper & Row/Perennial Library (57,315)

Long Knife. James Alexander Thom. Reprint. Ballantine (57,000)

Zen & the Art of the Macintosh. Michael Green. Original. Running Press (56,000)

***Exploring the Road Less Traveled.** Alice and Walden Howard. Original. Touchstone/Simon & Schuster (56,000)

Information U.S.A., Revised Ed. Matthew Lesko. Reprint. Penguin (55,000)

***Wishsong of Shannara.** Terry Brooks. Original. Ballantine/Del Rey (55,000)

Common Ground. J. Anthony Lukas. Reprint. Vintage (54,900)

***Better Homes and Gardens New Baby Book.** Editors of Better Homes and Gardens. Original (54,669)

The Soong Dynasty. Sterling Seagrave. Reprint. Harper & Row/Perennial Library (54,493)

Dear America. Edited by Bernard Edelman. Reprint. Pocket Books (54,200)

Keep the Home Fries Burning. Lynn Johnston. Original. Andrews, McMeel & Parker (54,000)

To Face the Sun. Frances Patton Statham. Original. Fawcett/Columbine (54,000)

Football Hall of Shame. Bruce Nash and Alan Zullo. Original. Pocket Books (53,900)

Mapp & Lucia. E. F. Benson. Reissue. Harper & Row/Perennial Library (53,883)

***Cookies.** Editors of Sunset Books. Original. Sunset Books (53,144)

Thin Thighs in Thirty Years. Cathy Guisewite. Original. Andrews, McMeel & Parker (53,000)

Tuck Everlasting. Natalie Babbit. Reissue. Farrar, Straus & Giroux (52,600)

***The Unbearable Lightness of Being.** Milan Kundera. Reprint. Harper & Row/Perennial Library (52,587)

An Artist's Notebook. Original. Running Press (52,500)

Love Is Hell. Matt Groening. Original. Pantheon (52,000)

***Pumping Up!** Ben Weider and Robert Kennedy. Original. Sterling (52,000)

***Love, Dad.** Pat Connolly. Original. Andrews, McMeel & Parker (52,000)

The Old Gringo. Carlos Fuentes. Re-

Mass Market Media Tie-ins

Below is listed the one title reissued in 1986 as a media tie-in for which the publisher reported an in-print figure of at least one million.

The Clan of the Cave Bear. Jean Auel. Bantam (4,945,000)

print. Harper & Row/Perennial Library (51,146)
***Better Homes and Gardens Kids' Party Cook Book.** Editors of Better Homes and Gardens Books. Original (51,018)
***Making Birdhouses and Feeders.** Charles R. Self. Original. Sterling (51,000)
A Poet's Journal. Original. Running Press (51,000)
Transformers #7: Autobot Alert. Judith Bauer Stamper. Original. Ballantine (51,000)
Transformers #8: Project Brain Drain. Judith Bauer Stamper. Original. Ballantine (51,000)
Transformers #9: The Invisibility Factor. Judith Bauer Stamper. Original. Ballantine (51,000)
Berlitz French for Travellers, Revised Edition. Berlitz. Original. Berlitz/Macmillan (50,918)
***The Bachman Books.** Richard Bachman aka Stephen King. Reprint. NAL/Plume (50,412)
Children of Alcoholism. Judith S. Seixas and Geraldine Youcha. Reprint. Harper & Row/Perennial Library (50,056)
That's *Doctor* Sinatra, You Little Bimbo. Gary Trudeau. Original. Holt (50,000)
Notes on How to Live in the World and Still Be Happy. Hugh Prather. Original. Doubleday (50,000)
***All About Bulbs.** Editors of Ortho Information Services. Original. Ortho (50,000)
***Deck Plans.** Editors of Ortho Information Services. Original. Ortho (50,000)
Catholics. Rick Detorie. Original. Perigee/Putnam (50,000)
Dear George. George Burns. Reprint. Perigee/Putnam (50,000)
The Hour Magazine Cookbook. Gary Collins. Reprint. Perigee/Putnam (50,000)
Bride's Shortcuts and Strategies for a Beautiful Wedding. The Editors of *Bride's*. Original. Perigee/Putnam (50,000)
Pillar of the Sky. Cecelia Holland. Reprint. Ballantine (50,000)

Mass Market Paperbacks

The following is a listing of those mass market titles published in 1985 or 1986 whose 1986 in-print figures exceed one million copies. Figures represent publishers' claims of copies in print and, as such, do not necessarily indicate how well the books actually sold. Books issued or reissued as mass market movie or TV tie-ins are listed on this page.

Note: Titles marked with an asterisk were issued in 1985; the numbers that follow these titles reflect the number of copies in print at the end of 1986, even though in most cases the bulk of these books' sales were in 1985.

3 MILLION+
If Tomorrow Comes. Sidney Sheldon. Reprint. Warner (4,058,000)
Iacocca: An Autobiography. Lee Iacocca with William Novak. Reprint. Bantam (3,815,000)
***Full Circle.** Danielle Steel. Reprint. Dell (3,220,000)
Family Album. Danielle Steel. Reprint. Dell (3,139,000)
***Thinner.** Richard Bachman aka Stephen King. Reprint. NAL (3,136,000)
***The Hunt for Red October.** Tom Clancy. Reprint. Berkley (3,058,000)
***Heaven.** V. C. Andrews. Original. Pocket Books (3,046,000)
***The Color Purple.** Alice Walker. Reprint. Pocket Books (3,016,000)

2 MILLION+
The Mammoth Hunters. Jean Auel. Reprint. Bantam (2,970,000)
Skeleton Crew. Stephen King. Reprint. NAL (2,834,000)
Secrets. Danielle Steel. Reprint. Dell (2,733,000)
***The Talisman.** Stephen King and Peter Straub. Reprint. Berkley (2,690,000)
Dark Angel. V. C. Andrews. Original. Pocket Books (2,608,000)
Lake Wobegon Days. Garrison Keillor. Reprint. Penguin (2,600,000)
***Love and War.** John Jakes. Reprint. Dell (2,569,000)
Lucky. Jackie Collins. Reprint. Pocket Books (2,505,000)
Jubal Sackett. Louis L'Amour. Reprint. Bantam (2,405,000)
***. . . And Ladies of the Club.** Helen Hooven Santmyer. Reprint. Berkley (2,277,000)
***The Sicilian.** Mario Puzo. Reprint. Bantam (2,200,000)
Elvis and Me. Priscilla Presley. Reprint. Berkley (2,110,000)
Lie Down with Lions. Ken Follett. Reprint. NAL (2,110,000)
***Descent from Xanadu.** Harold Robbins. Reprint. Pocket Books (2,081,000)
***Eat to Win.** Dr. Robert Haas. Reprint. NAL (2,052,000)
The Two Mrs. Grenvilles. Dominick Dunne. Reprint. Bantam (2,040,000)
The Bachman Books. Richard Bachman aka Stephen King. Reprint. NAL (2,000,000)

1.5 MILLION+
The Fourth Deadly Sin. Lawrence Sanders. Reprint. Berkley (1,985,000)
***The Passion of Molly T.** Lawrence Sanders. Reprint. Berkley (1,977,000)
Hold the Dream. Barbara Taylor Bradford. Reprint. Bantam (1,970,000)
***Smart Women.** Judy Blume. Reprint. Pocket Books (1,915,000)
Strong Medicine. Arthur Hailey. Reprint. Dell (1,836,500)
***Almost Paradise.** Susan Isaacs. Reprint. Ballantine (1,800,000)
***Past Imperfect.** Joan Collins. Reprint. Berkley (1,780,000)
Stillwatch. Mary Higgins Clark. Reprint. Dell (1,748,900)
The Cider House Rules. John Irving. Reprint. Bantam (1,700,000)
Yeager: An Autobiography. Chuck Yeager and Leo Janos. Reprint. Bantam (1,695,000)
***Crescent City.** Belva Plain. Reprint. Dell (1,680,000)
***First Among Equals.** Jeffrey Archer. Reprint. Pocket Books (1,655,000)
Women Who Love Too Much. Robin Norwood. Reprint. Pocket Books (1,633,000)
***Lord of the Dance.** Andrew M. Greeley. Reprint. Warner (1,622,000)
The Class. Erich Segal. Reprint. Bantam (1,605,000)
***Wheel of Fortune.** Susan Howatch. Reprint. Fawcett Crest (1,600,000)
Dancing in the Light. Shirley MacLaine. Reprint. Bantam (1,555,000)
The Secrets of Harry Bright. Joseph Wambaugh. Reprint. Bantam (1,550,000)
Lonesome Dove. Larry McMurtry. Reprint. Pocket Books (1,542,000)
Illusions of Love. Cynthia Freeman. Reprint. Berkley (1,518,000)

1 MILLION+
Virgin and Martyr. Andrew M. Greeley. Reprint. Warner (1,468,000)
***Possessions.** Judith Michael. Reprint. Pocket Books (1,463,000)
***E.T.: The Book of the Green Planet.** William Kotzwinkle. Original. Berk-

William Kotzwinkle. Original. Berkley (1,450,000)
Cyclops. Clive Cussler. Reprint. Pocket Books (1,427,000)
The Lonely Silver Rain. John D. MacDonald. Reprint. Fawcett Gold Medal (1,415,000)
Too Much Too Soon. Jacqueline Briskin. Reprint. Berkley (1,381,000)
Hellfire. John Saul. Original. Bantam (1,375,000)
Queenie. Michael Korda. Reprint. Warner (1,351,000)
Mindbend. Robin Cook. Reprint. NAL (1,344,000)
***Deep Six.** Clive Cussler. Reprint. Pocket Books (1,342,000)
***The Miracle.** Irving Wallace. Reprint. NAL (1,342,000)
***Silver Wings, Santiago Blue.** Janet Dailey. Reprint. Pocket Books (1,335,000)
Glitz. Elmore Leonard. Reprint. Warner (1,321,000)
Accidental Tourist. Anne Tyler. Reprint. Berkley (1,304,000)
Contact. Carl Sagan. Reprint. Pocket Books (1,298,000)
The Loves of Harry Dancer. Lawrence Sanders. Original. Berkley (1,288,000)
A Creed for the Third Millennium. Colleen McCullough. Reprint. Avon (1,285,000)
The Last Waltz. Nancy Zaroulis. Reprint. Zebra (1,280,000)
***One More Sunday.** John D. MacDonald. Reprint. Fawcett Gold Medal (1,265,000)
***Wired.** Bob Woodward. Reprint. Pocket Books (1,246,000)
Come Love a Stranger. Kathleen Woodiwiss. Reprint. Avon (1,200,000)
Texas Heat. Fern Michaels. Original. Ballantine (1,200,000)
***The Miko.** Eric Van Lustbader. Reprint. Fawcett Crest (1,200,000)
***Superior Women.** Alice Adams. Reprint. Fawcett Crest (1,200,000)
The Glory Game. Janet Dailey. Reprint. Pocket Books (1,194,000)
Inside, Outside. Herman Wouk. Reprint. Avon (1,180,000)
The Red Fox. Anthony Hyde. Reprint. Ballantine (1,150,000)
***Lincoln.** Gore Vidal. Reprint. Ballantine (1,150,000)
Nightstone. Rick Hautala. Original. Zebra (1,150,000)
***Warday.** Whitley Strieber and James Kunetka. Reprint. Warner (1,146,000)
A Bridge Across Forever. Richard Bach. Reprint. Dell (1,141,900)
After the Reunion. Rona Jaffe. Reprint. Dell (1,141,900)
Palm Beach. Pat Booth. Reprint. Ballantine (1,125,000)
Beaches. Iris Rainer Dart. Reprint. Bantam (1,120,000)
Seventh Secret. Irving Wallace. Reprint. NAL (1,110,000)
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